To:	"Nikhil Bhatla" <nikhil@google.com>, "Peter Chane" <peterch@google.com>
From:	"gracew" <gracew@google.com>
Cc:	"Francoise Brougher" ████████████, "Michael Baldwin" <mbaldwin@google.com>
Bcc:	
Received Date:	5/2/2006 5:16:38 PM GMT
Subject:	I hear you are talking to Larry about YouTube

I made a draft of a 3-pager which might carry a story for you. Let me know what you think - what do you need changed? Do you have dates etc to fill in the gaps? I can source the latest data for the grey box on the front page - unless you already have that data ready to go?
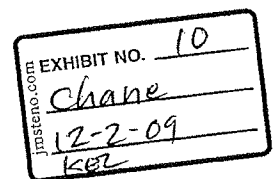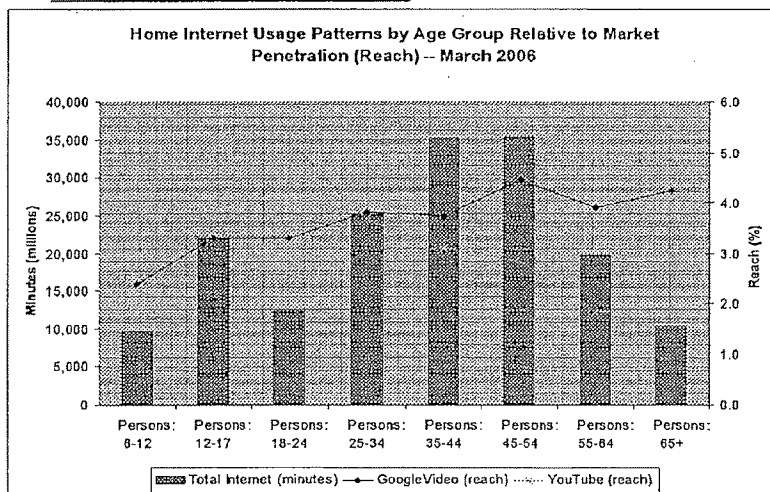
Thanks

Grace

Attachments:

pages for larry.ppt

Pages for Larry
YouTube and Google Video
DRAFT

YouTube has more users viewing and uploading – especially young people in the US and Spain

Home Internet Usage Patterns by Age Group Relative to Market Penetration (Reach) -- March 2006

Legend: Total Internet (minutes) — GoogleVideo (reach) ······ YouTube (reach)

YouTube vs. Google Video in US

- Total uploads YouTube vs GV (to compile latest info)

YouTube vs. Google Video in Europe

	Spain	England	France	Germany	Netherlands	Italy
Unique Visitors						
YouTube	1,115,000	620,000	325,000	320,000	185,000	156,000
Google Video	737,000	530,000		129,000	N/A	301,000
DailyMotion			169,000			
Page Views						
YouTube	20,089,000	5,079,000	6,289,000	3,590,000	4,000,000	1,978,000
Google Video	7,339,000		2,348,000	N/A	N/A	2,850,000
DailyMotion			2,073,000			

All numbers are monthly. Sources: Neilsen, Comscore January 2006

Why does YouTube have more use?

- User interface designed to build network effects around user-generated content
    - Easy to upload (builds inventory)
        - Direct from website (no app to download)
        - Any file format
        - Instant Live (flag later if problematic) – no reviewing delays
    - Easy to view
        - Everything is free all the time
    - Easy to email (redirects traffic onto site)
        - Prominent button
        - Address book
    - Easy to publish (redirects traffic onto site)
        - Big "share" button
        - Myspace integration - codes
- Community tagging/scoring produces some guidance as to popularity/relevance
    - See how many times video has been viewed, score 1-5
    - Better content rises to the top
    - Uploaders are proud of their visible stats – encourages more, better uploads
- Fast-start history
    - Lack of focus on copyright violation (especially early on) created Napster-type adoption increases: "good content" available for free without delay while getting deals signed

Google 3

What we are doing about it

- Catching up: Viral features now in production (matching functionality)
  - Upload straight from web page (date?)
  - Upload in any format (date?)
  - Instant live (date?)
  - More prominent "email", "upload" and "share" (date?)
  - "Top 100" list showcases most-viewed content (Live – April '06)
  - User ranking and tagging coming (date?)
  - Address book (date?)
- Differentiating: through professional content
  - Getting better professional content YouTube will never have
  - Fixing our search/browse to find our professional content
  - Building a strong ad sponsorship model
- Leading: Staying ahead of YouTube outside the US
  - More localization
  - Copyright-friendly and family-safe review processes
  - Professional content deals outside US

Pagesf orLy eYuTer f bef n adGal Tl i e *in* Auf Fi f s *ko in* h Af *in in* mmm f *nn in* rbe v h i F GGG

Google 4